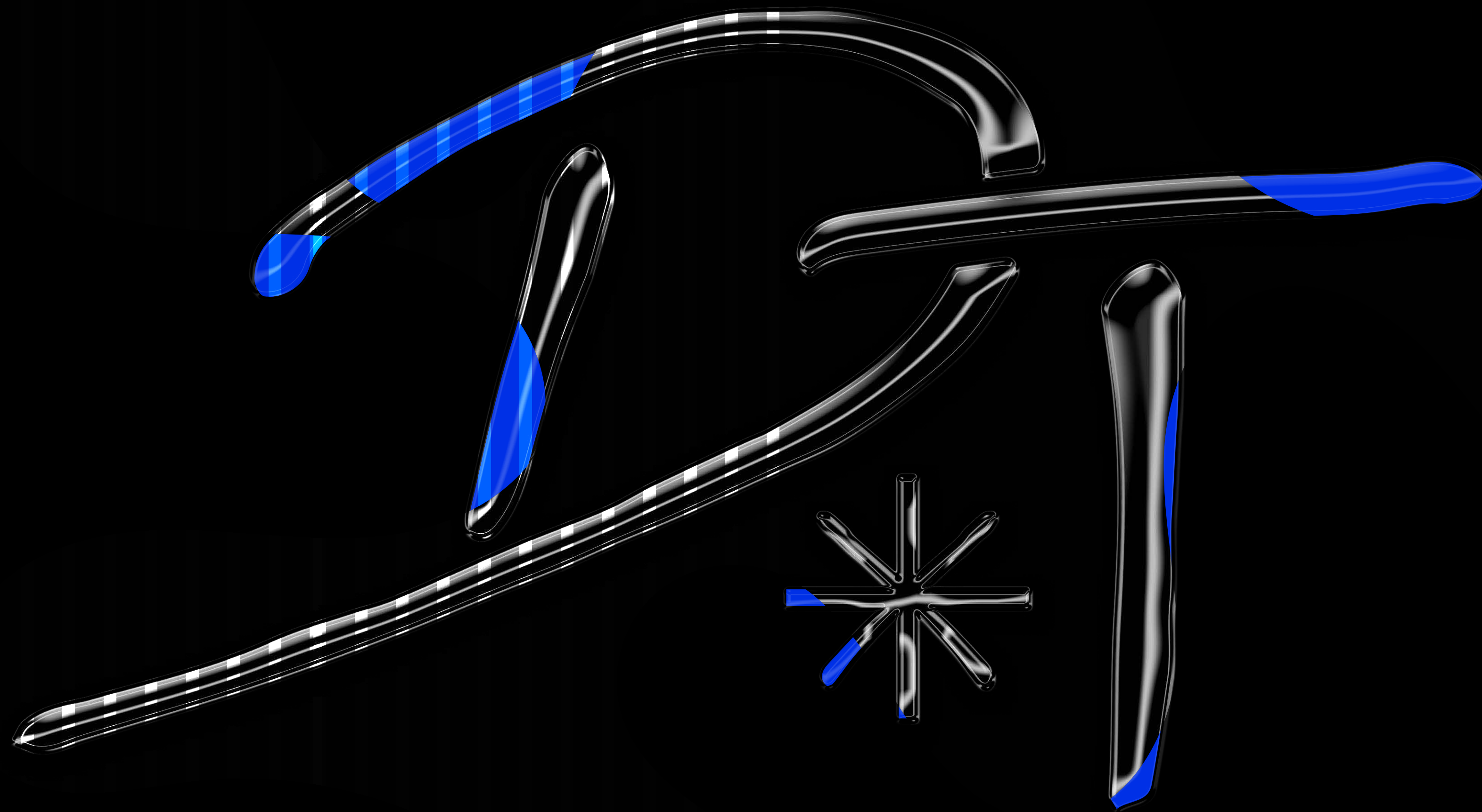


Hello,
we are D-Tales.

حالا، والله، وسهلا



01
ABOUT

02
SERVICES

03
SELECTED WORKS

ABOUT

Whether you're an entrepreneur looking to disrupt the market, or an established business looking to redefine your image, our team of devoted creatives apply strategic planning to promote your message. Our vast experience in the field, our extensive approach to business strategy, our critical eye for design, and a dedicated team help us write a story worth remembering.

HANDCRAFTING BRANDS
THAT ENVISION
THEIR GOALS & WANT
TO MAKE A DIFFERENCE.

— ABOUT

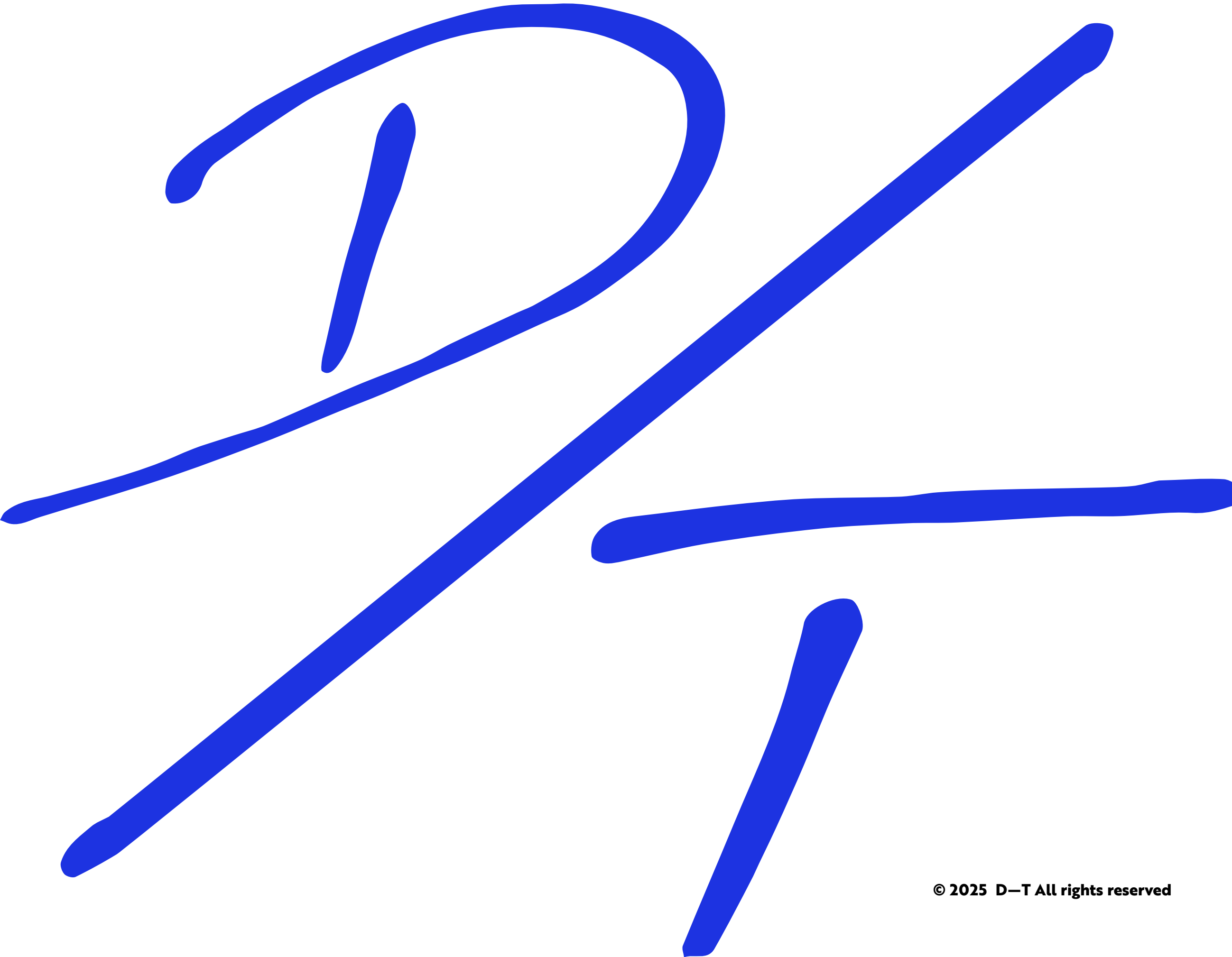
We are a creative agency based in Riyadh specialized in design and art direction. We build strategies and craft unique brands that move the world forward. Our designs express and bring your ideas to life.

CLIENTS

100+

PROJECTS

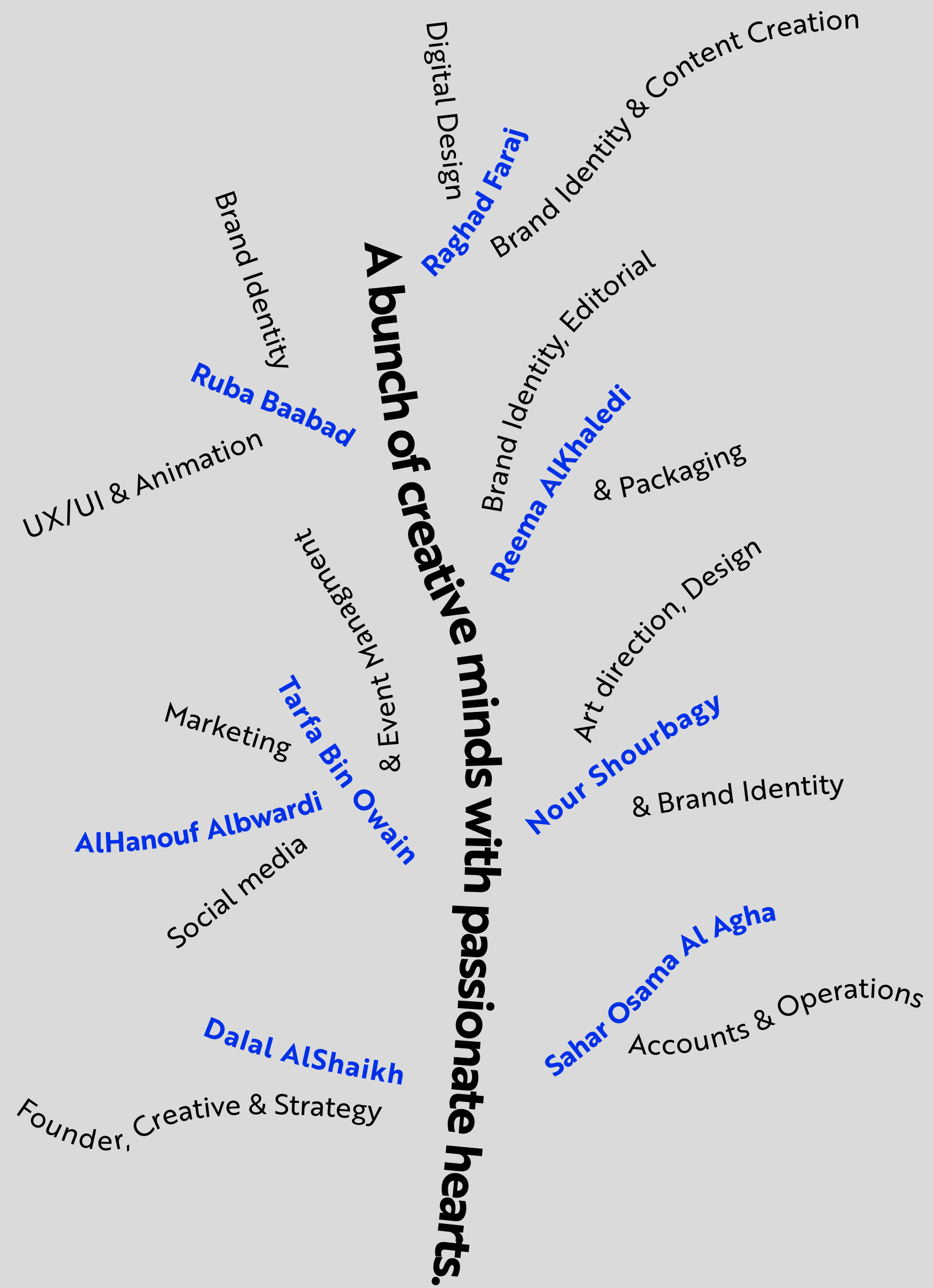
140+



**Experienced Professionals,
Forever Students.**

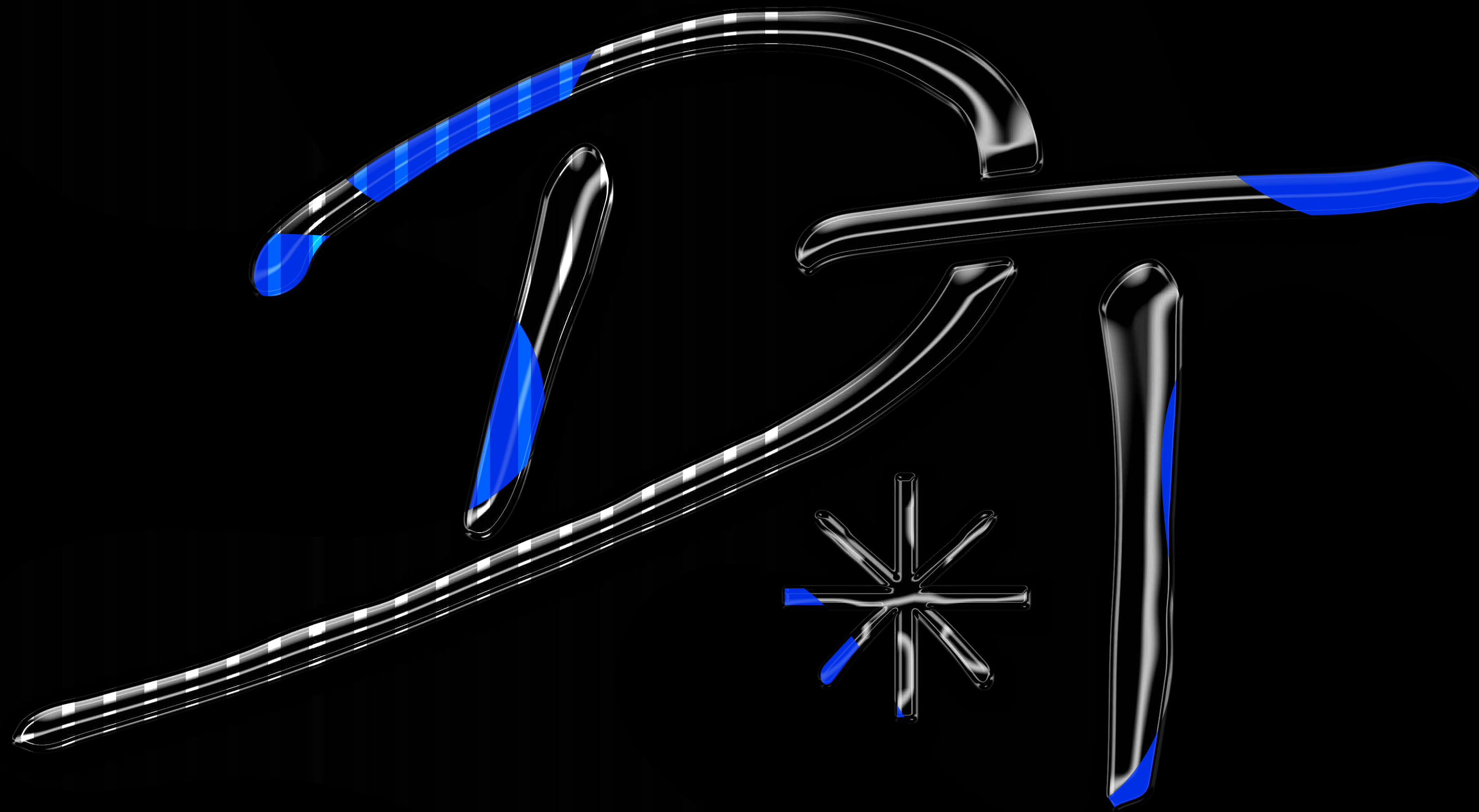
Always Present, & Involved.

With Endless Passion & Possibilities.



D-Tales family

Like branches on a tree,
we all grow in different directions
yet our roots remain as one.



01
ABOUT

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01

Plan

Set your strategy.

- Purpose, Positioning & Proposition
- Brand Architecture
- Market Analysis
- Tone of Voice
- Brand Attributes

02

Design

Build your future.

- Visual Identity
- Verbal Identity & Messaging
- Communication
- Brand Collateral
- User Experience & Interface
- Brand Kit & Guidelines

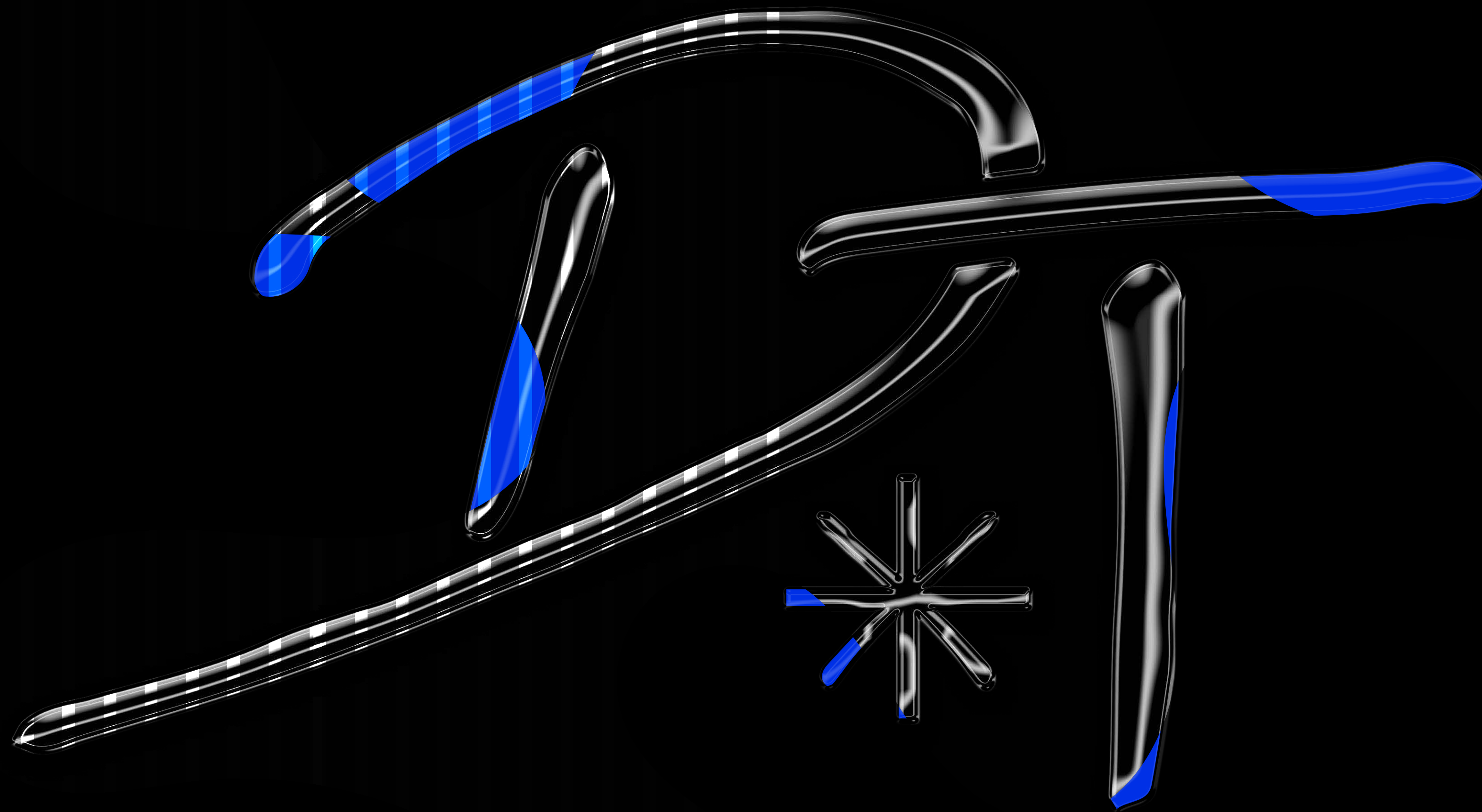
03

Act

Release the magic.

- Brand Experience
- Launch & Activation
- Social Media Moderation
- Campaign
- Photography
- Motion design

From initial concept to _____ final execution
we provide end-to-end solutions tailored to your needs,
ensuring every detail aligns with your vision and goals.



01
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SELECTED WORKS

Culture & Retail	Saudi Founding Day	Plan, Design & Act 2022
	Han	Plan, Design & Act 2020
	Ay7	Plan & Design 2021
	Diffron	Design 2022

Technology & Corporate	Manarah	Plan & Design 2024
	AlMadinah City Pavilion	Design 2022
	AlMaqar	Plan & Design 2021
	Smart Madinah Forum	Design & Act 2022
	Burhan AlMarifa	Design 2020

Food & Beverage	Magnolia Bakery	Design & Act 2018-2023
	Skoops	Plan, Design & Act 2023
	Burger Boutique	Design & Act 2022
	El Placer	Plan, Design & Act 2022
	Shrimp Shack	Plan, Design & Act 2020

Health & Nonprofit	Saudi Red Crescent Authority	Plan & Design 2024
	Saudi Heritage Preservation Society	Plan & Design 2024

Real Estate	AlMajdiah	Plan Design & Act 2022
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Culture&Retail

Saudi Founding Day
Han
Ay7
Diffron

Plan,Design & Act 2022
Plan, Design & Act 2020
Plan & Design 2021
Design 2022

Culture & Retail

Saudi Founding Day

Yes, we were the brains behind this brand that everyone knows and loves.

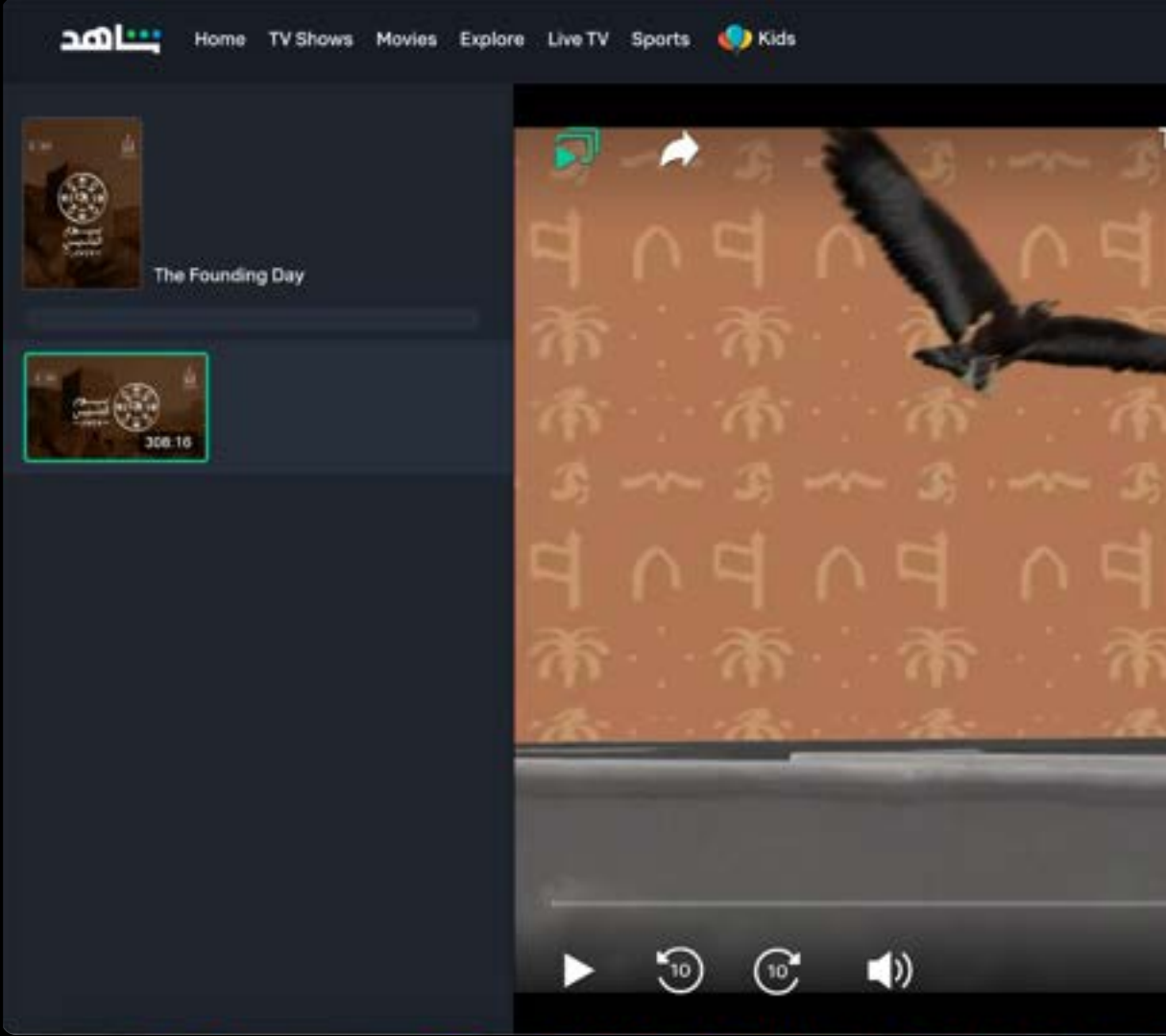
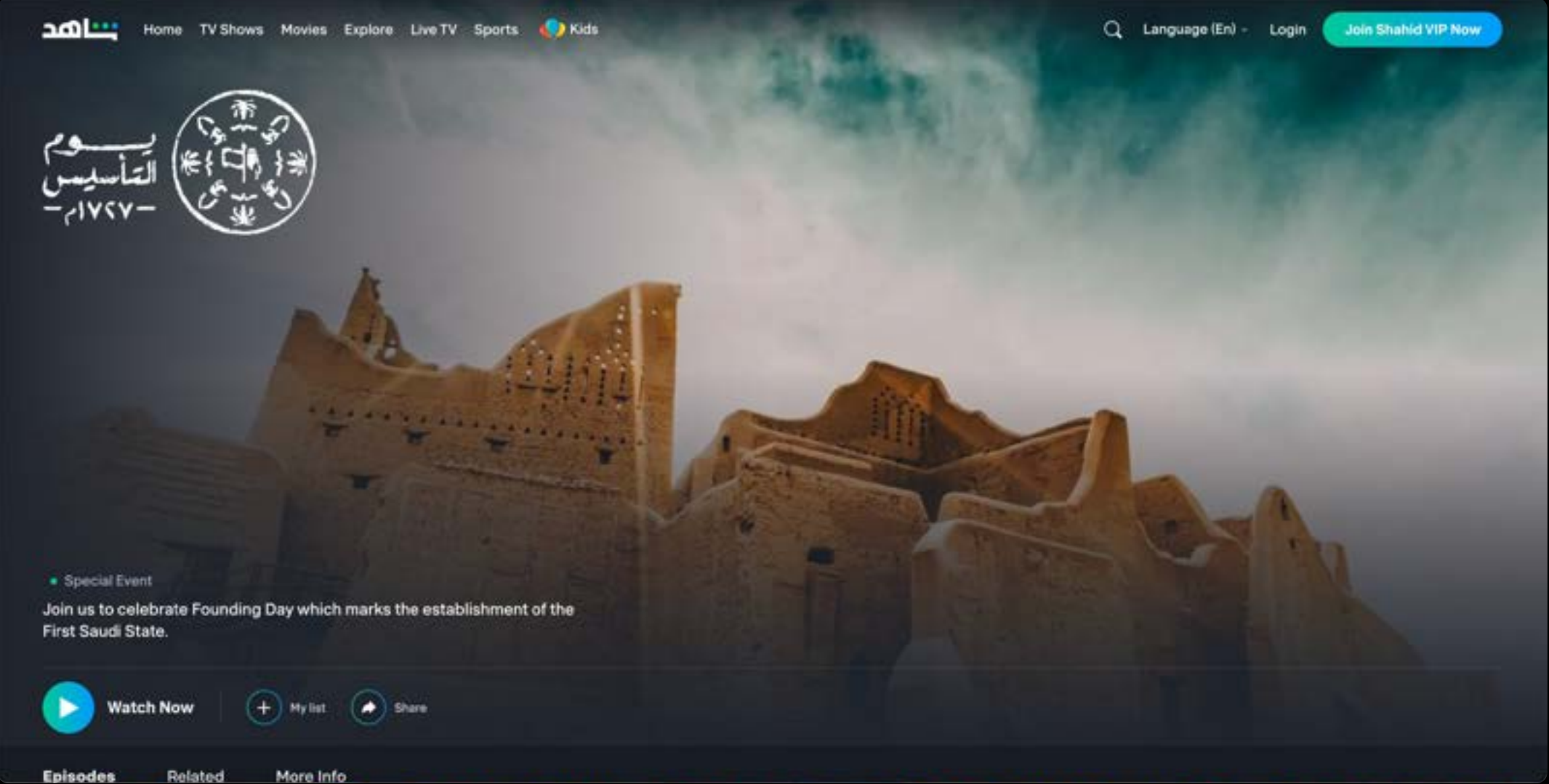
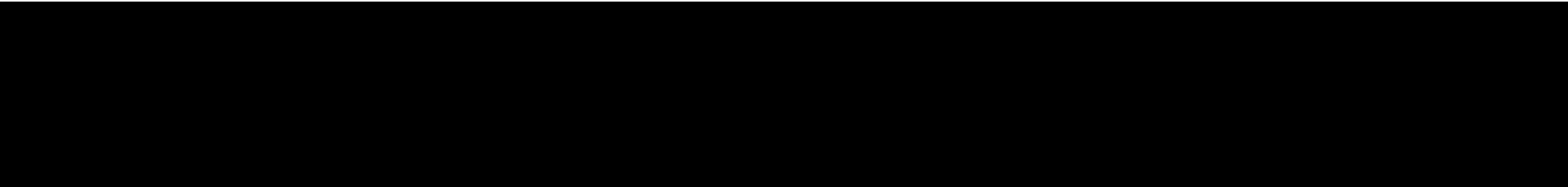
Founding Day is as ambitious a national project as can be conceived. Introducing a people to their own story of national origins, inspiring their imaginations with the depth and quality of their shared history and culture, and ultimately leaving them with a strong sense of national purpose and destiny.

In pursuit of these lofty goal, our strategy anchors the present three centuries in the past. Communicating key messaging with classic elegance and sophistication, our campaign conjures a kaleidoscopic prism of iconic united under the shading umbrella of the state which imam Muhammad bin Saud established three centuries ago in 1727 AD









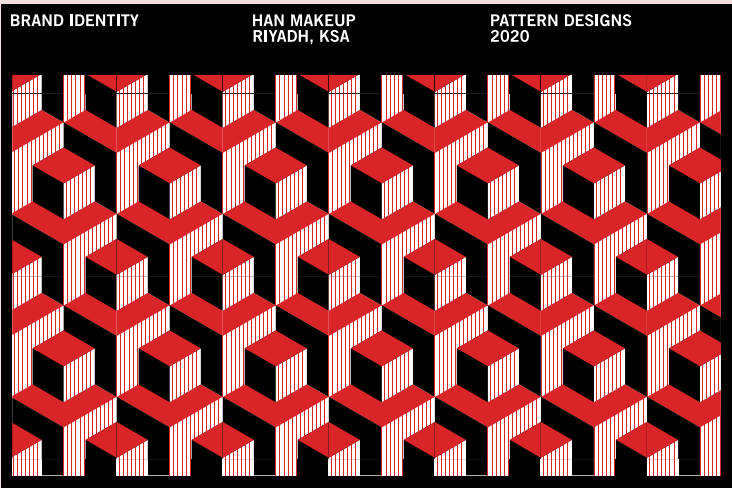
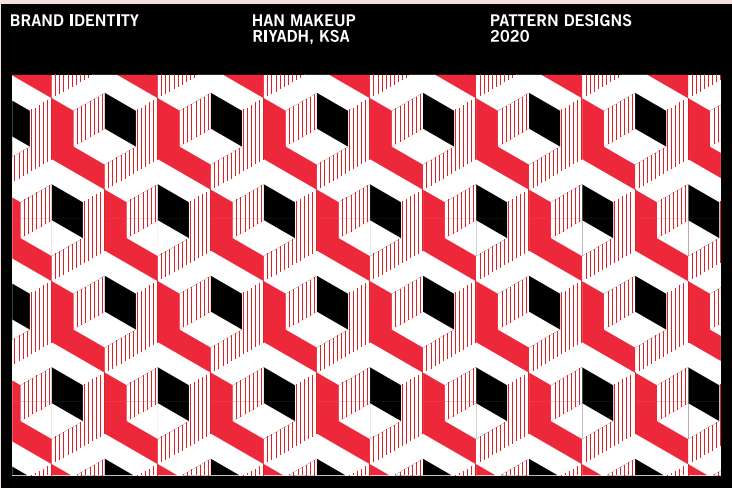
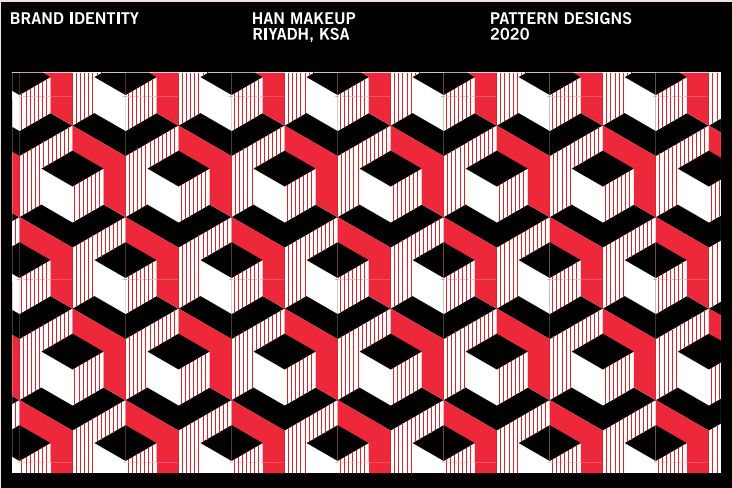
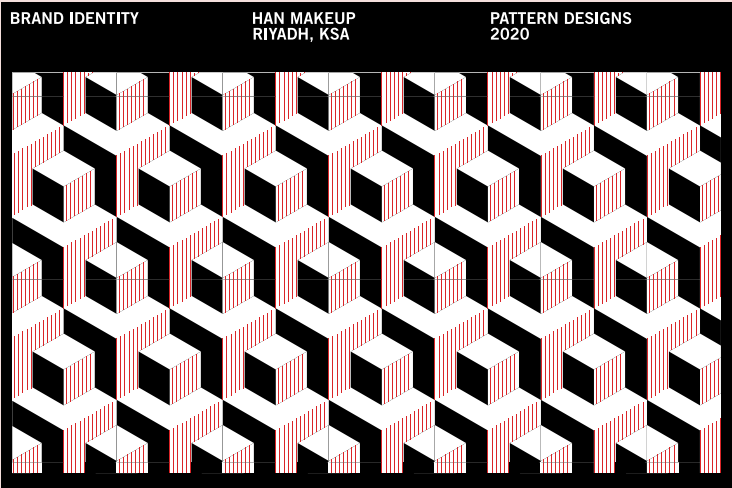


Culture & Retail

Han Makeup

We created all elements involved from logo to website. For brush packaging, we designed a unique look using a modern pattern. We put special care into the packaging to ensure it could be used as a brush holder whilst still showcasing all the brushes and highlighting the pattern. Being a bold and daring brand that is to the point, we decided to create interesting and direct messaging that is also reflected on the brush names Bronzer = Bronz. etc.





for the everyday girl.



HAN
BRUSH SET

H



Culture & Retail

Ay-Seven

Ay7 is a Saudi owned streetwear clothing brand specialised in silk screen printing. Our design reflects the brands essence, Bold, Confident and Creative.

All brand elements were inspired by the laidback clothing design of Ay7, Also to showcase how unique and outstanding their pieces are.



coziest
EVER





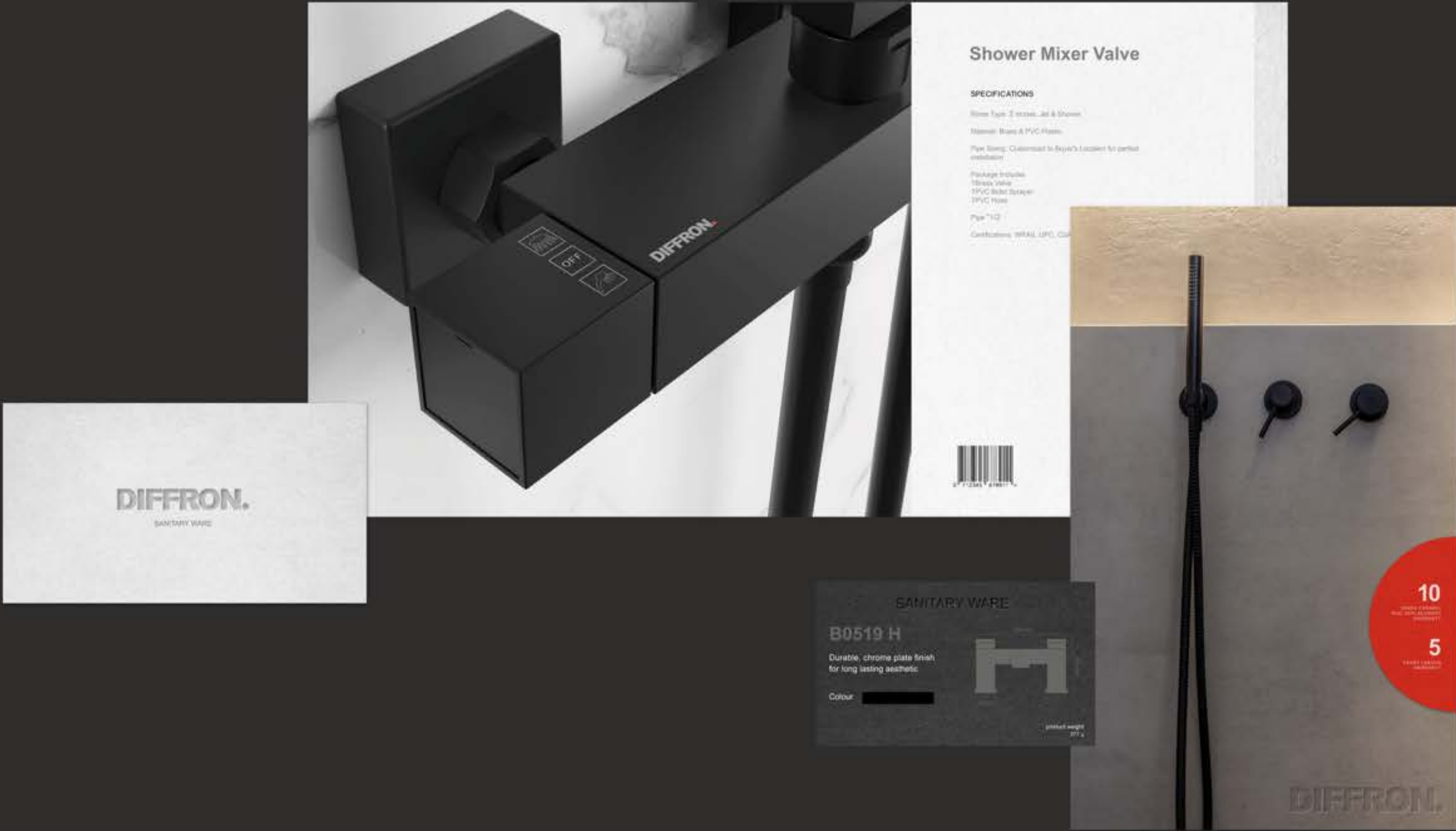


Culture & Retail

Diffron

We partnered with a contracting company to bring their vision to life by creating a sanitary brand with a unique story. Every element, from naming to designing a sleek logo and visual identity, reflects the brand's modern, minimal aesthetic. We crafted packaging, print materials, and clear guidelines to ensure the story remains cohesive across all platforms. Inspired by contemporary architecture and sleek design, the art direction emphasizes clean lines and balance. The packaging designs incorporate simple, flat illustrations that seamlessly align with the brand's architecture-inspired essence, highlighting its focus on simplicity and functionality.





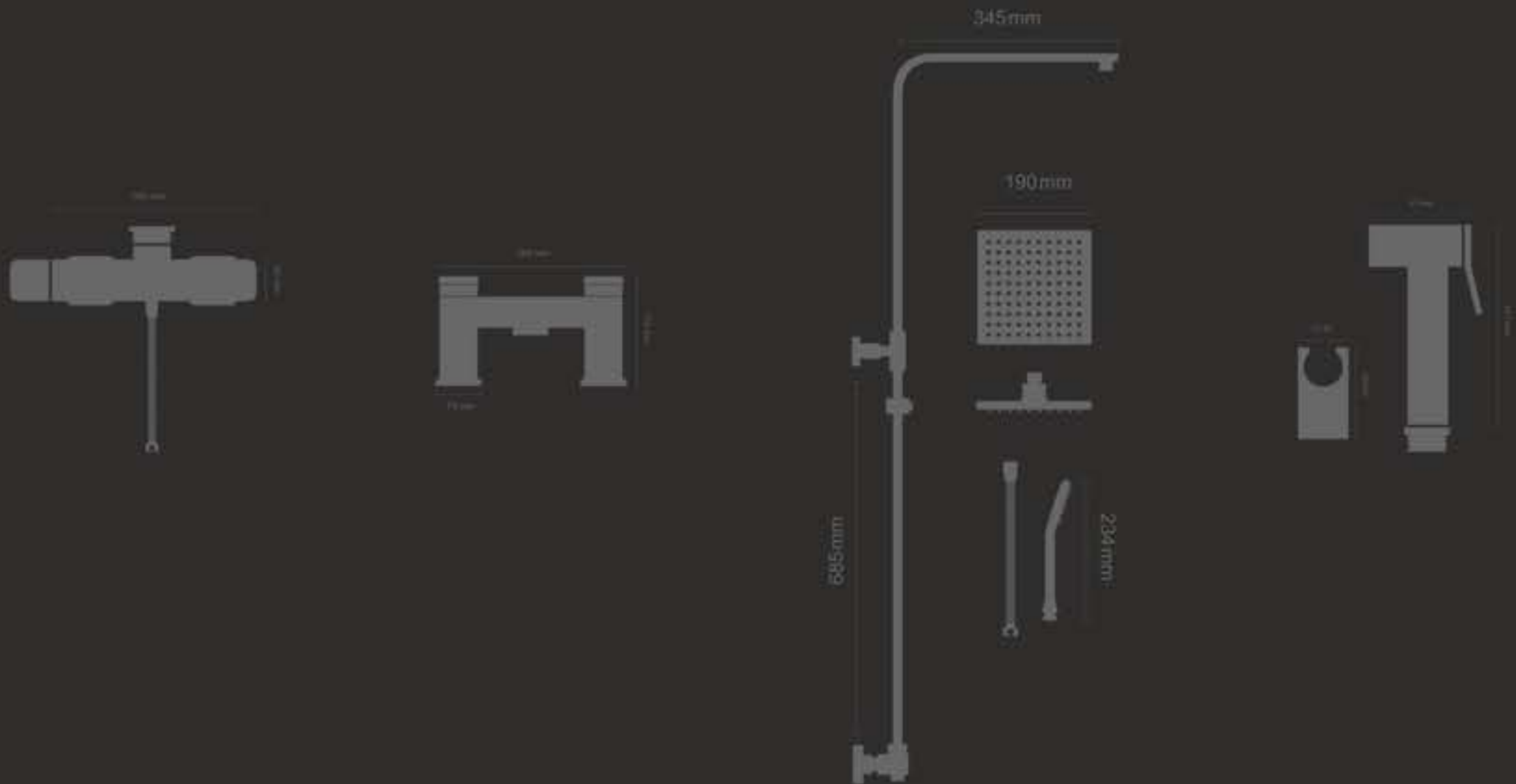
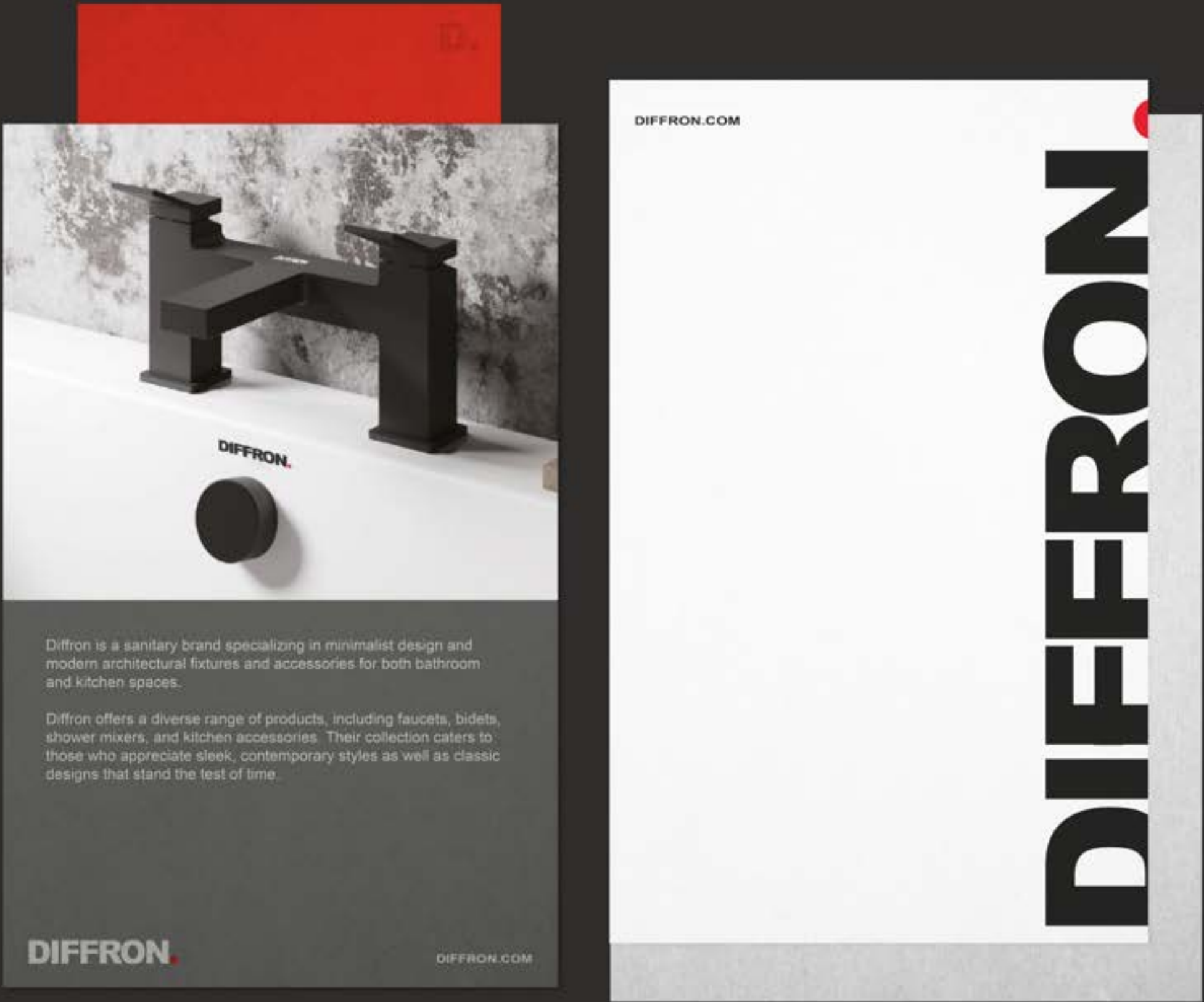


SIDE DESIGN

TOP DESIGN

SIDE DESIGN

ILLUSTRATION STYLE



Technology & Corporate

Manarah	Plan & Design 2024
AlMadinah City Pavilion	Design 2022
AlMaqar	Plan & Design 2021
Smart Madinah Forum	Design & Act 2022
Burhan AlMarifa	Design 2020

Technology & Corporate

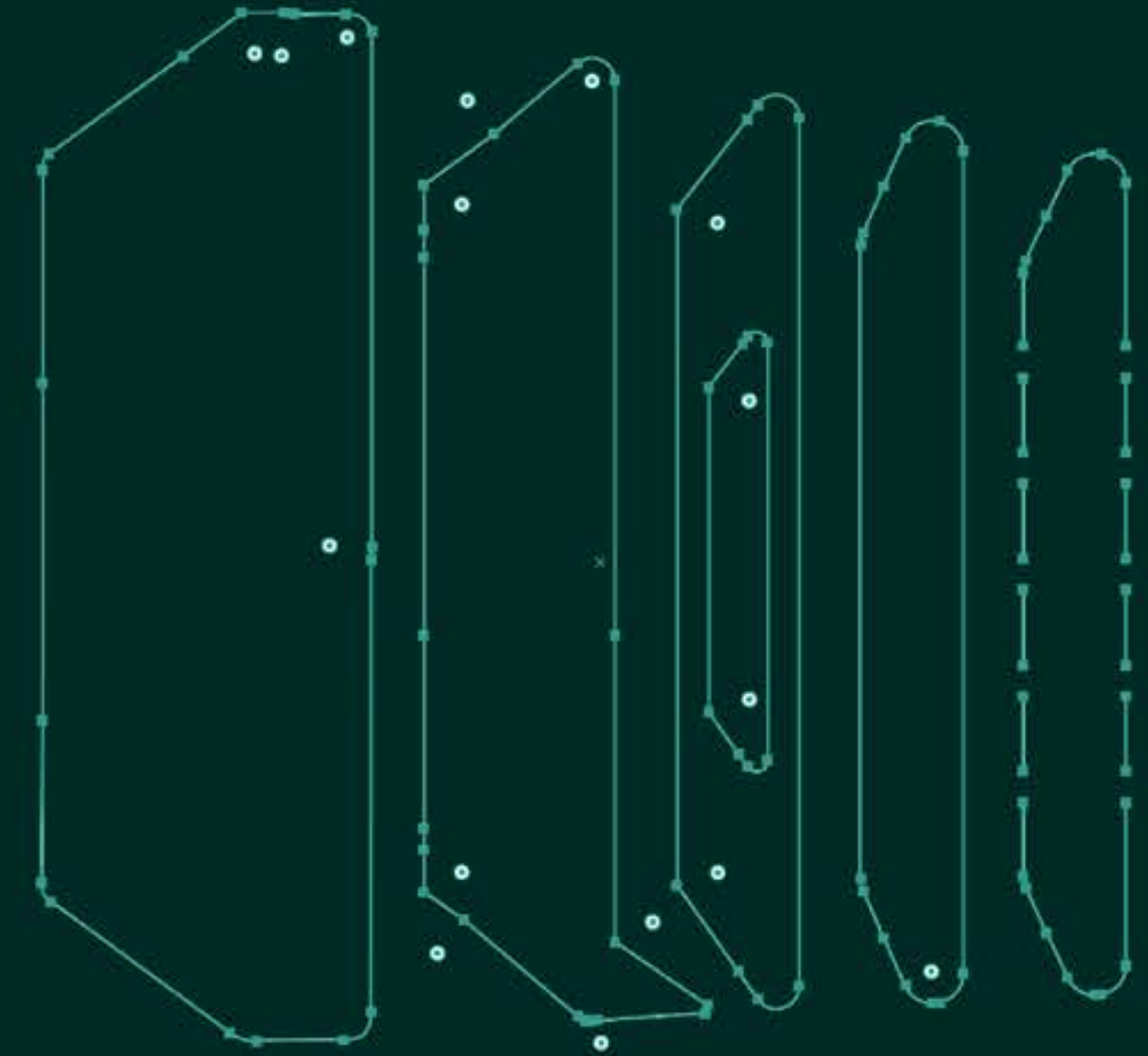
Manarah

Meet Manarah, an urban data platform for the city of AlMedina, designed to streamline city planning and development.

We crafted a modern, minimalist brand to reflect the platform's mission of providing clear, accessible data for smarter infrastructure decisions.



منارة
منصة البيانات الحضرية







Technology & Corporate

AlMadinah City Pavilion

Al Madinah Pavilion Branding for Smart City Expo Barcelona / 2024 When we approached the branding for Al Madinah Pavilion at the Smart City Expo, we knew it needed to be more than just an identity, it had to be a narrative. A story that reflects Al Madinah as the city of enlightenment while appealing to an international audience unfamiliar with its depth. The pavilion's identity revolved around a carefully designed ecosystem: the main logo, flexible variations, a single pattern, and a clean imagery style.





PHOTO BY THEBUZZBUSINESS





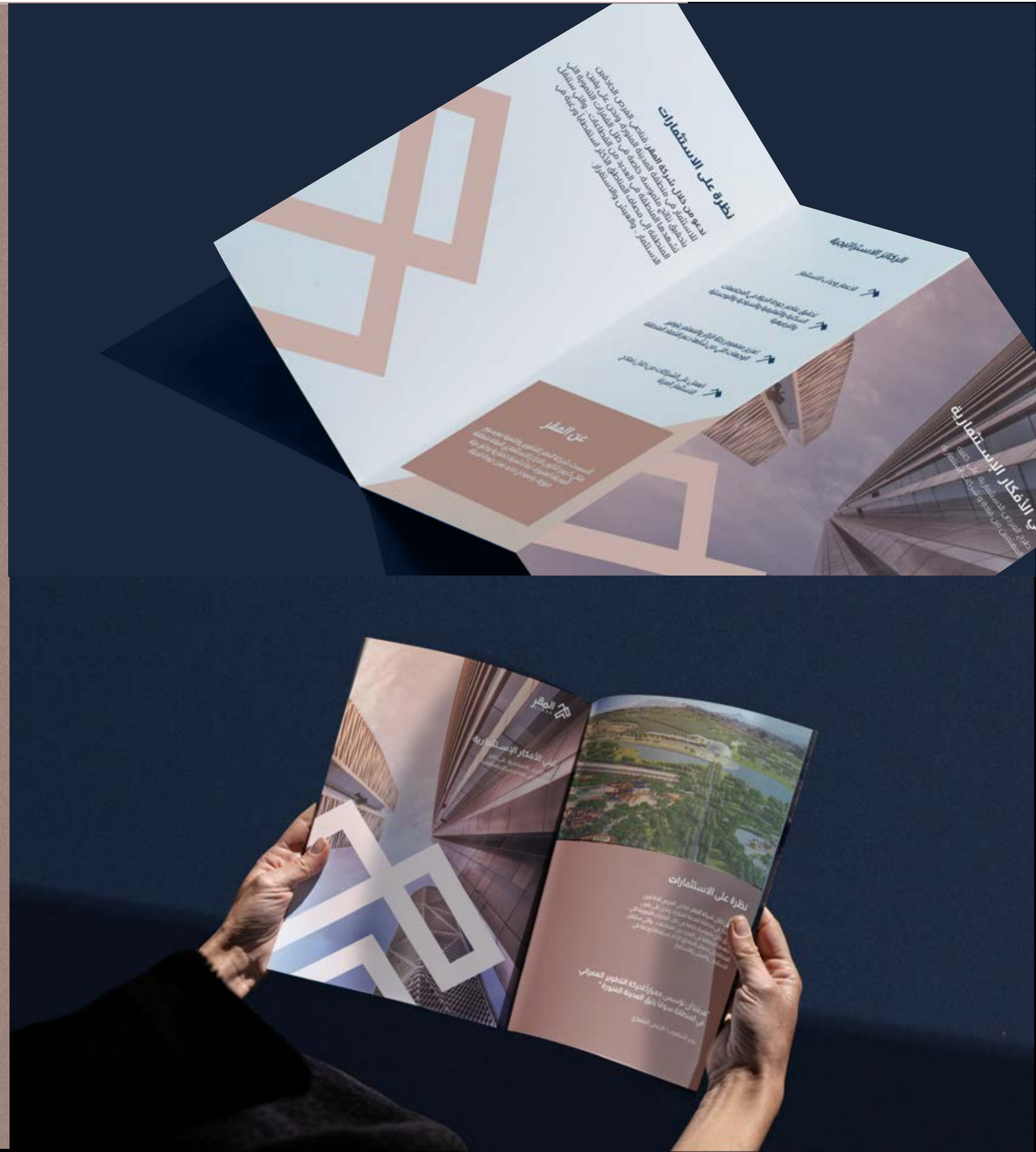
Technology & Corporate

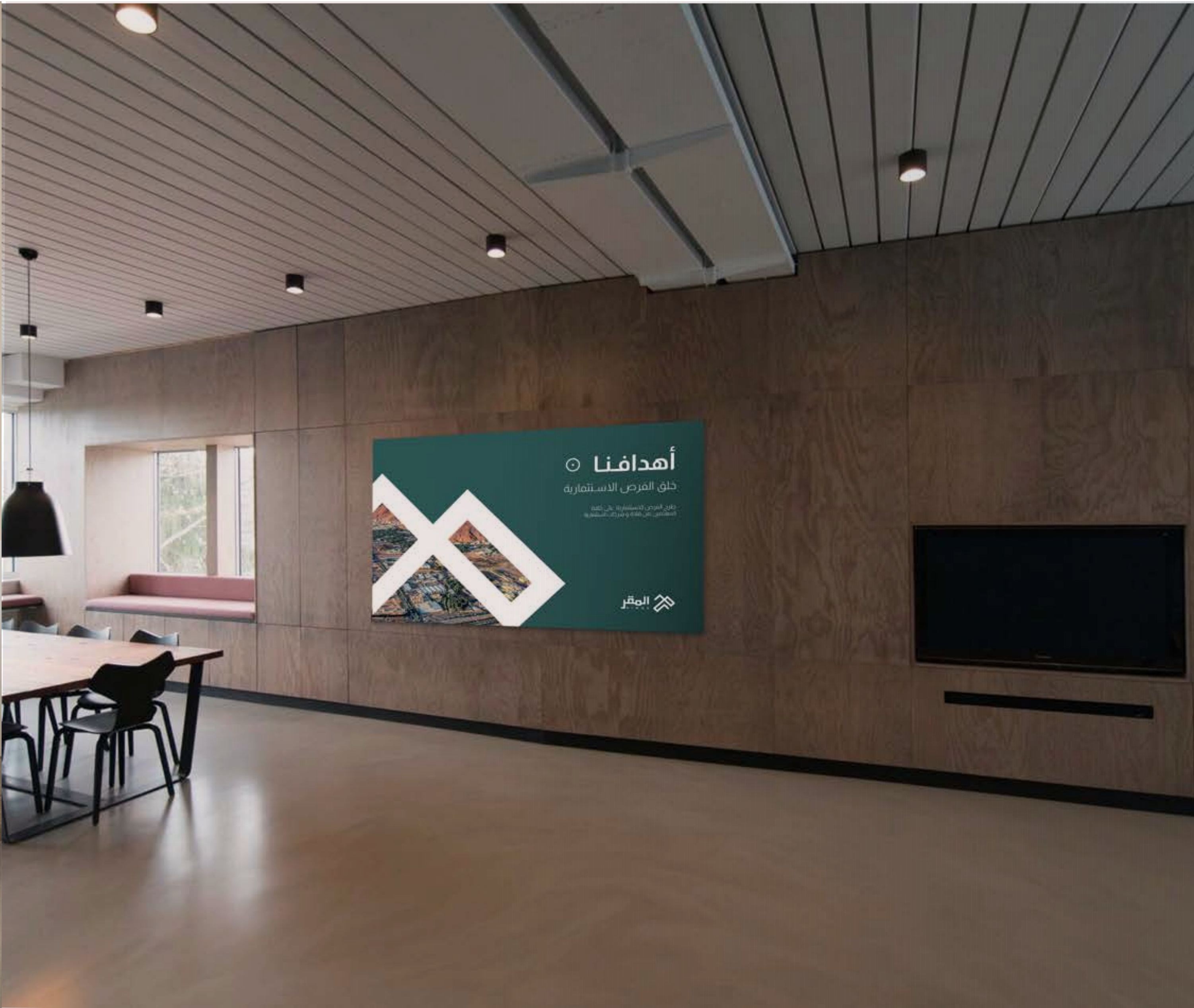
AlMaqar

Al Maqar is a development company that aims to build civilised developments, create a vibrant environment, and a new model that enhances the quality of life.

AlMaqar's logo was inspired by the historical madinah landmark [Mount Uhud] which symbolises authenticity and trust.









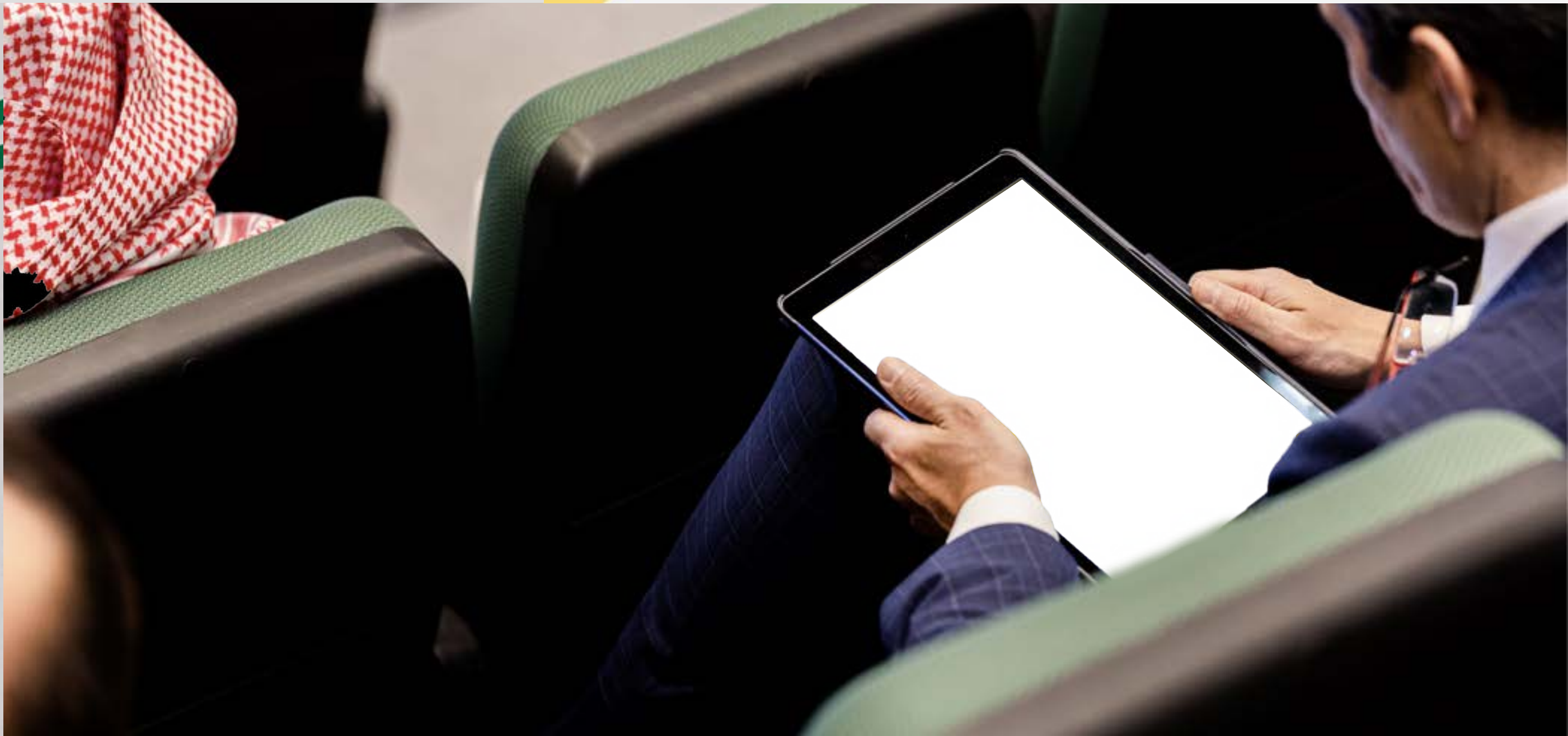
Technology & Corporate

Smart Madinah Forum

SMF Is a human centric technology forum dedicated towards sharing knowledge and expertise on smart cities.

We designed a brand identity supporting this idea leading a two day event, inviting global thought leaders and technology partners. The identity included but was not limited to logo design, invitations, ID cards, posters etc.











Technology & Corporate

Burhan AlMarifa Law Firm

We collaborated with Burhan Almarifa, a law firm in Riyadh, to elevate its brand identity. The firm has earned a reputation for expertly navigating challenges within the public, private, and non-profit sectors. It needed a fresh visual identity that reflects its client-centric approach.

Our work ranged from redesigning their identity to creating versatile logo variations and an emblem. This was complemented by a cohesive brand identity system, including stationery, print materials, and digital collateral. The rebranding ensures adaptability across various platforms while maintaining a professional and modern aesthetic that aligns with their forward-thinking ethos.









<div>Food&Beverage</div>	Magnolia Bakery	Design & Act 2018-2023
	Skoops	Plan, Design & Act 2023
	Burger Boutique	Design & Act 2022
	El Placer	Plan, Design & Act 2022
	Shrimp Shack	Plan, Design & Act 2020

Food & Beverage

Magnolia Bakery

Magnolia Bakery is a chain of bakeries founded in New York City in 1996. In Manhattan, The bakery is known for its desserts, especially its Cupcakes and banana pudding.

We reflect and implement the brand's whimsical touch and playful Imagery on their Social Media accounts, from content creation till Packaging design we manage it all.







SHARP EDGES

QUIRKY G

QUIRKY O

SERIF RADIUS & WIDTH

COUNTER FORM EDGES

MGOIR

CURVED EDGES

Magnolia Bakery, an iconic American bakeshop, needed an Arabic logotype to extend its brand identity across the Arab region. The design merges the geometric elegance of Kufic with the fluidity of traditional Naskh calligraphy, reflecting the brand's quirkiness and sophistication. This logotype is now used for store signage and street ads, ensuring a culturally resonant and consistent brand presence.



Special Features



A Closer Look at م and غ



Campaigns

Winter / 2022

Welcome to the most winter(wonder)ful time! We conveyed the feeling of winter coldness with the warm Magnolia Bakery products that bring comfort during the cold winter! This campaign included concept creation alongside packaging design. Through our photography we delivered the coldness of the winter and the warmth of the campaign’s products!



Campaigns

Mirror cake / 2022

A creative product deserves a creative campaign! For the launch of this eye-catching product we went with the preppy whimsical feel with an immensely aesthetic look and color palette.



Campaigns

Mothers Day / 2021

Classical flowery illustration based designs, with a bright and warm rich color palette that reflects a mom’s character. We planned our photoshoot to include and convey how children will be involved in the mothers day activities.



Food & Beverage

Skoops!

Skoops! is a whimsical ice cream brand that brings a burst of joy with its vibrant colors and playful design. Each skoop is a celebration of fun, featuring eye-catching hues that mirror the delicious flavors within, from zesty lemon to rich berry blast. The packaging is adorned with cool elements and a character, inviting ice cream lovers of all ages to indulge in a delightful treat. Whether enjoyed on a sunny day or at a festive gathering, Skoops! promises a refreshing experience that captivates both the eyes and the taste buds.

Delights, Treats, Ticks

YOUR SENSES

Skoops!
Icecream & Beyond





Delights, Treats, TickleS
YOUR SENSES

ONE SKOOP
OF MANGO

HOW MANY 1,2 OR 3

Skoops?

Icecream
& Beyond

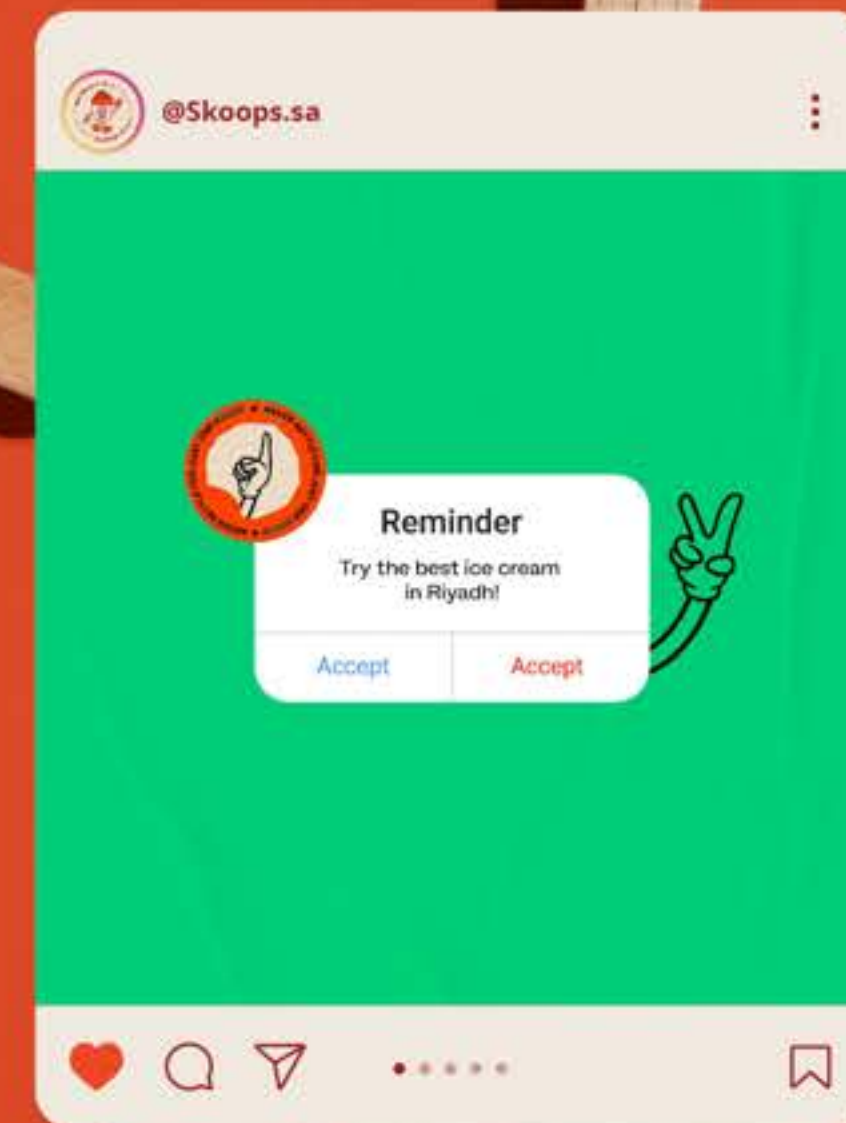
Skoops!

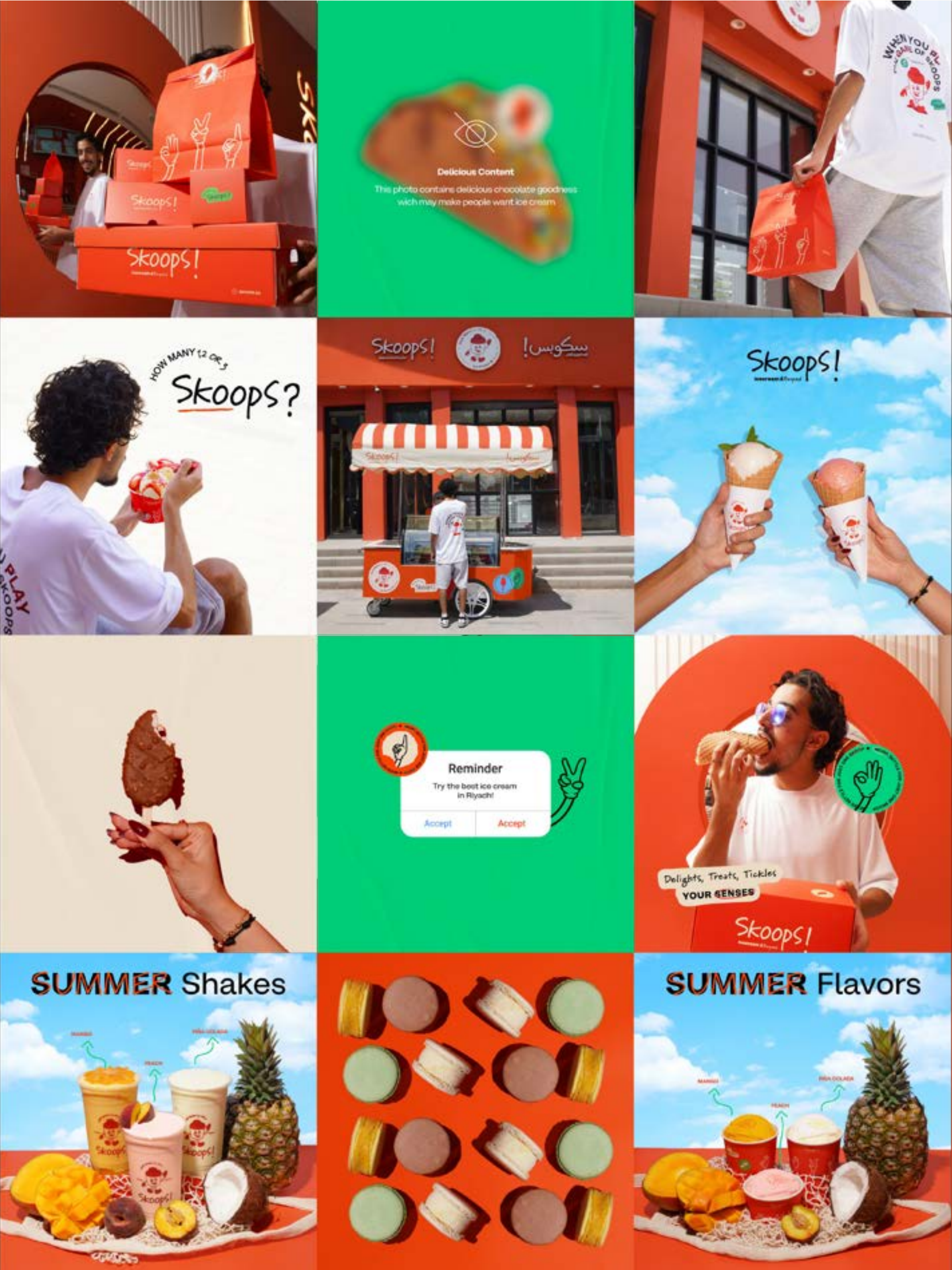
NEVER SETTLE FOR JUST ONE SKOOP

NEVER SETTLE FOR JUST ONE SKOOP

NEVER SETTLE FOR JUST ONE SKOOP







Food & Beverage

Burger Boutique

We created an opening night experience for our client Burger Boutique, From our end we were responsible for organizing and managing all creative aspects of the opening event, it included designing the printed and digital invites and executing them. Other services included managing photographers, PR list and hiring performances such as live music and choosing the e right type of music that fits the brand and ambiance.





JEDDAH OPENING



Opening Event

Riyadh Park - Jeddah City Yard

Our process spans from the very beginning of planning all the way to attending and monitoring event activities to insure client satisfaction and creating an experience that is unique to our client.



RIYADH OPENING





Food & Beverage

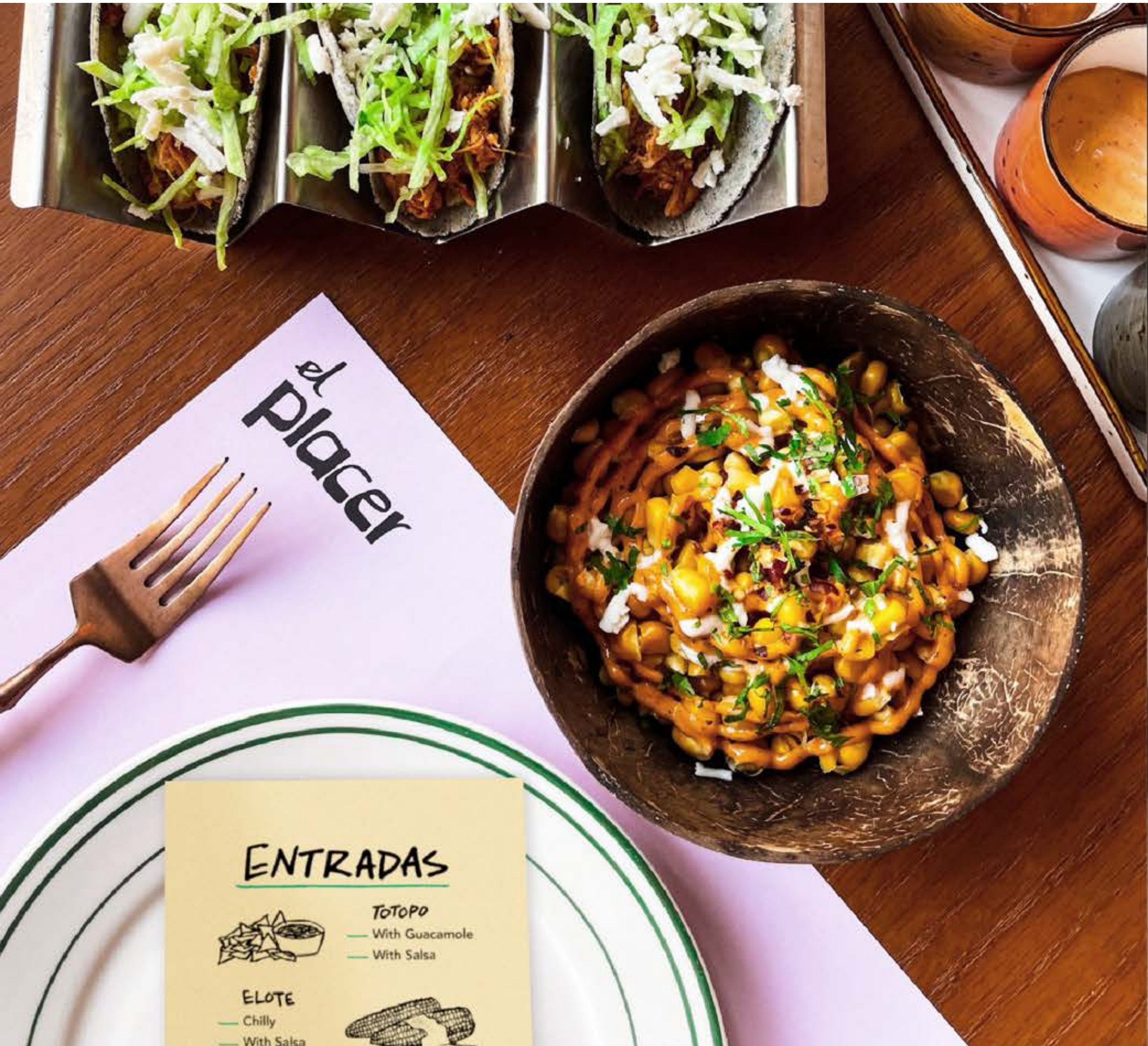
El Placer

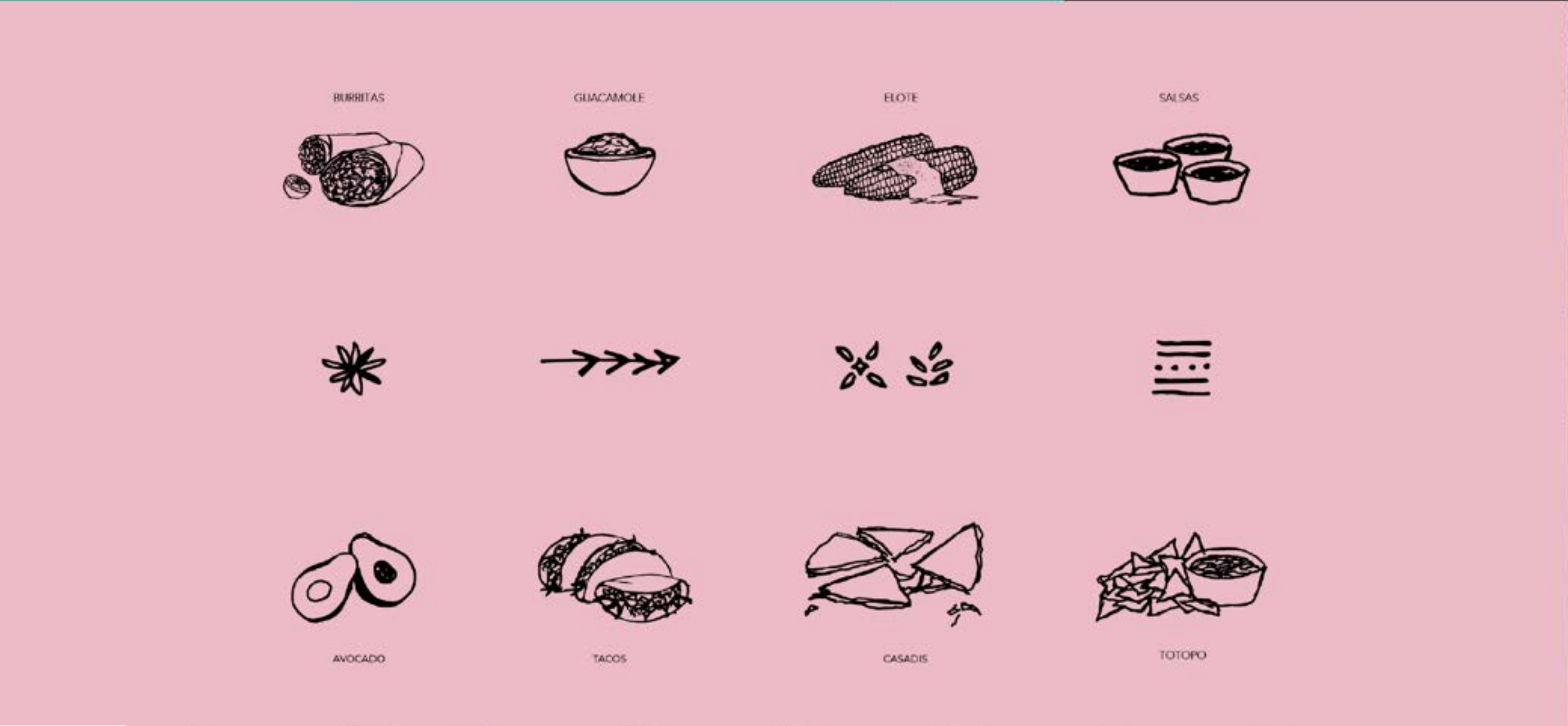
"El Placer," meaning pleasure in Spanish, has become a cherished destination for those seeking a refined Mexican culinary experience in a Tex-Mex saturated market. Proudly share the pleasure of traditional Mexican cuisine infused with inspiration from Saudi culture, such as making the chef the hostess and welcoming the guests. The place is very down to earth, it has unperfected interior pieces to reflect a cozy feeling to the customers. With our cherished community, we have established a hospitable culinary experience in the heart of Riyadh.



el
placer
STREET MEXICAN FOOD









Food & Beverage

Shrimp Shack

Have been in the market for four years, Shrimp Shack opted for a brand facelift into the cultural genre. Shrimp Shack was revamped into smart-casual dining with the help of the Saudi culture that flows in from the marines of Saudi Arabia. Taking notes from ocean lifeforms and captains of the sea, a new Shrimp Shack was born with a versatile branding system, telling the same story but in a new dress.









Health&Nonprofit

Saudi Red Crescent Authority
Saudi Heritage Preservation Society

Plan & Design 2024
Plan & Design 2024

Health & Nonprofit

Saudi Red Crescent Authority

The Saudi Red Crescent Authority (SRCA) has embraced a vibrant visual brand that reflects its commitment to humanitarian service and community welfare. Utilizing a simple color palette dominated by red, symbolizing compassion and urgency, the brand effectively communicates its mission to provide emergency medical assistance and disaster relief. With elements that show the lines of help and support that SRCA provide and how it connects them with the community.

Through engaging imagery and clear messaging, the SRCA’s visual identity not only inspires confidence but also mobilizes support for its vital initiatives, ultimately enhancing its impact in saving lives and alleviating suffering across Saudi Arabia and beyond.









Health & Nonprofit

Saudi Heritage Preservation Society

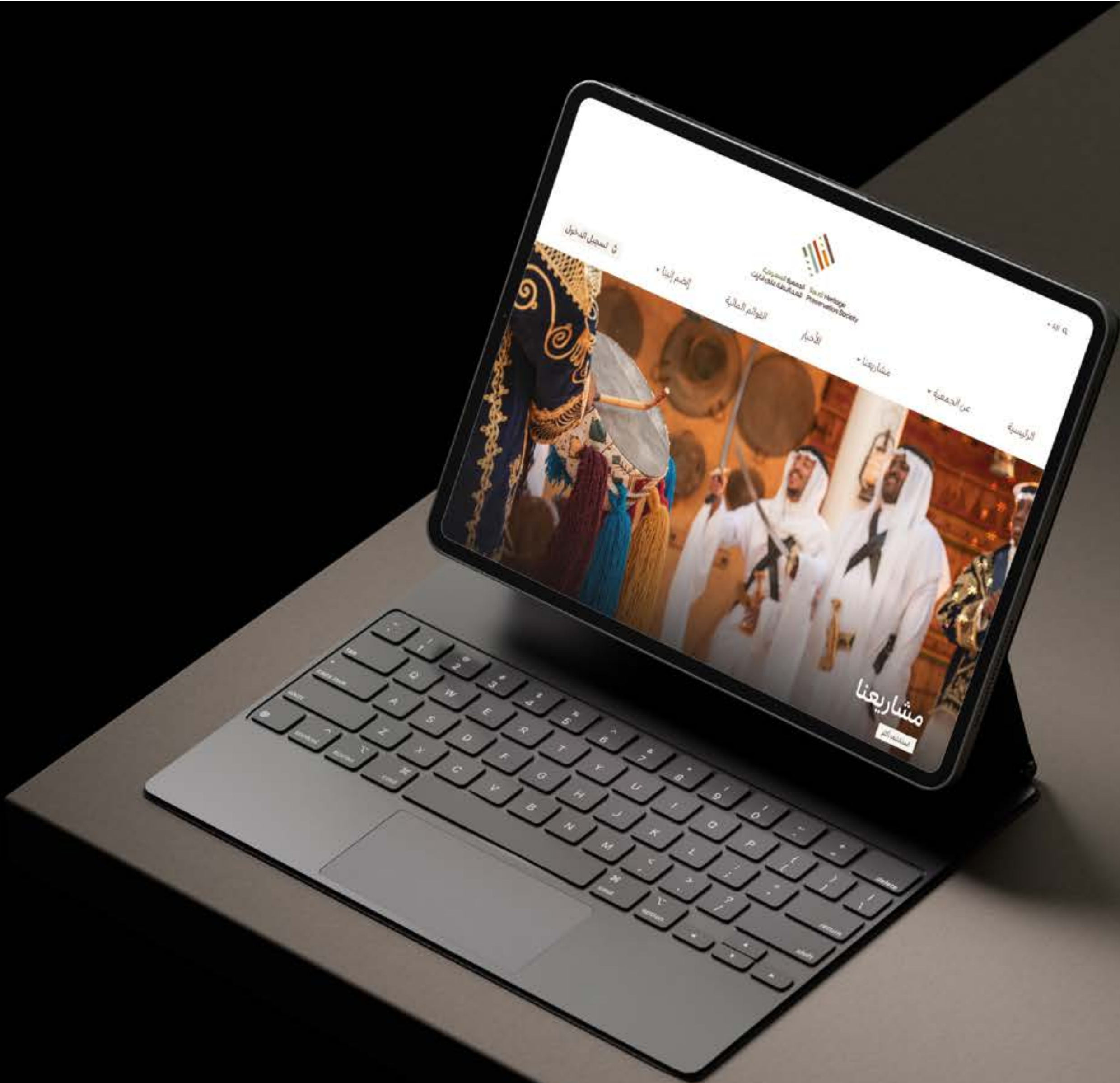
The rebranding of the Saudi Heritage Preservation Society is about more than just a fresh logo or updated visuals. It's about connecting people to the rich stories and living traditions that make up Saudi Arabia's cultural fabric. While we modernize the Society's look, we're staying deeply rooted in the mission of preserving and sharing the Kingdom's intangible heritage—the stories, customs, and rituals that are passed down through generations.

Our goal is to create a brand that speaks to all people, from young Saudis who are shaping the future to global communities eager to understand the depth of our history.









Real Estate

AlMajdiah

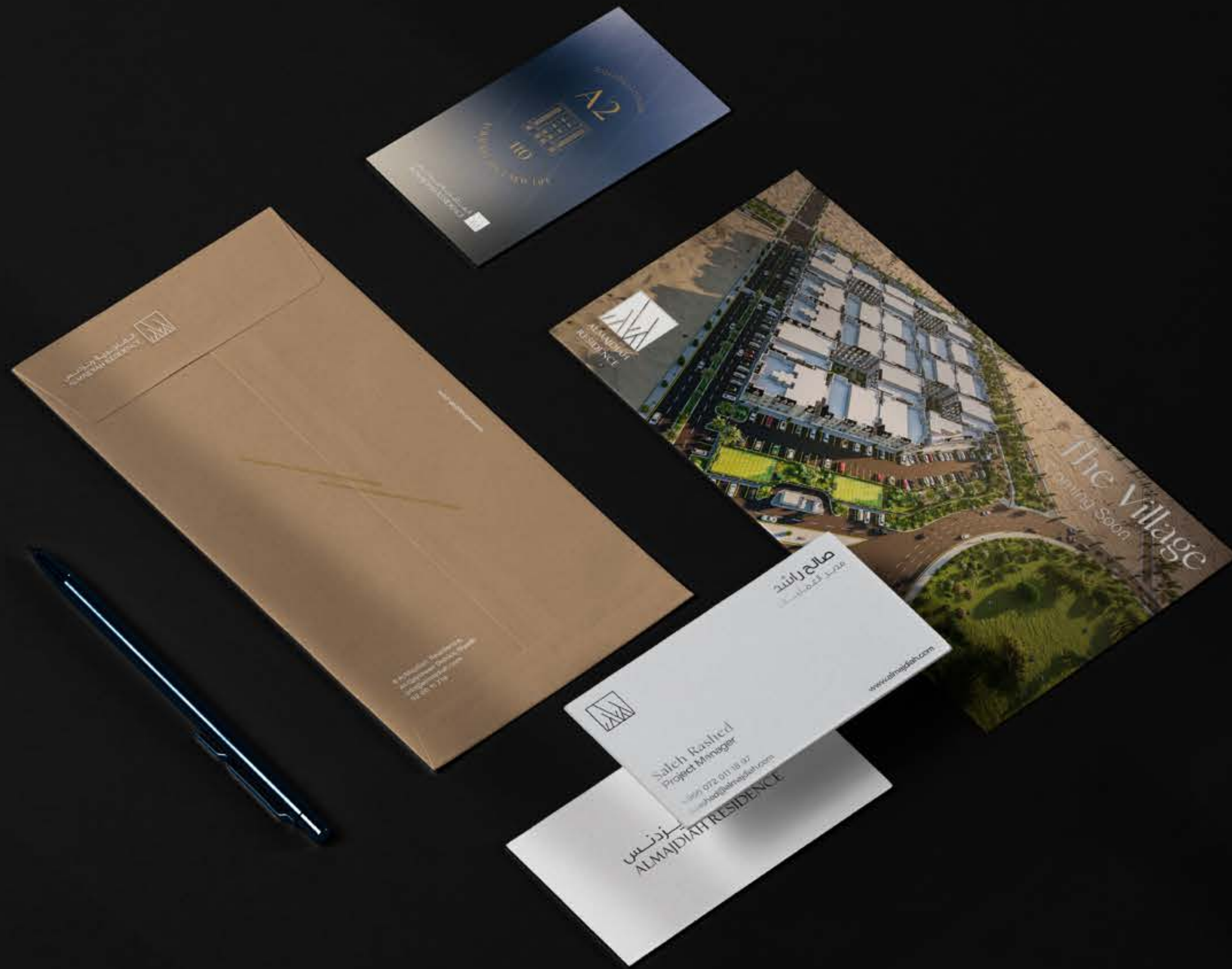
Plan Design & Act 2022

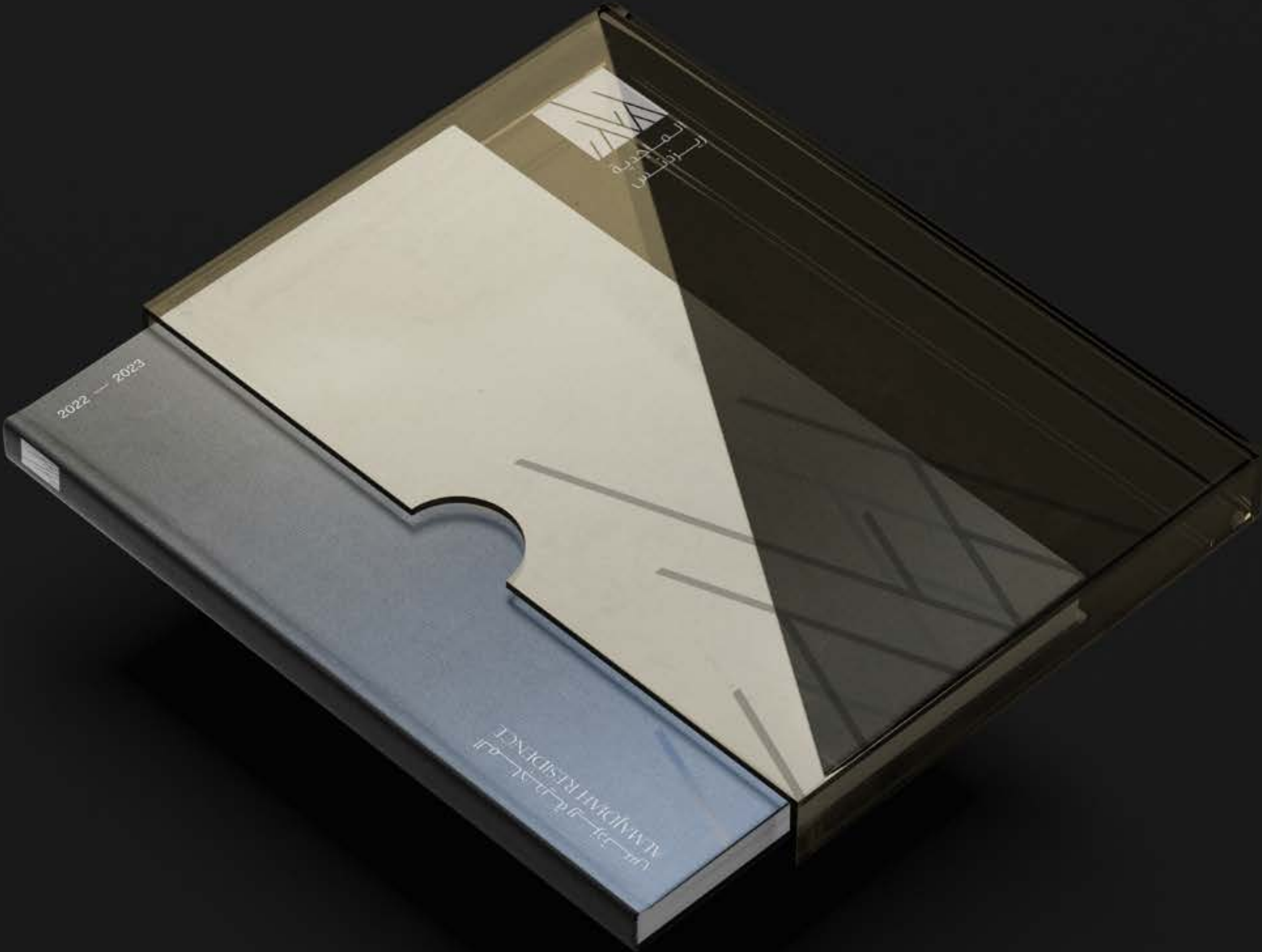
Real Estate

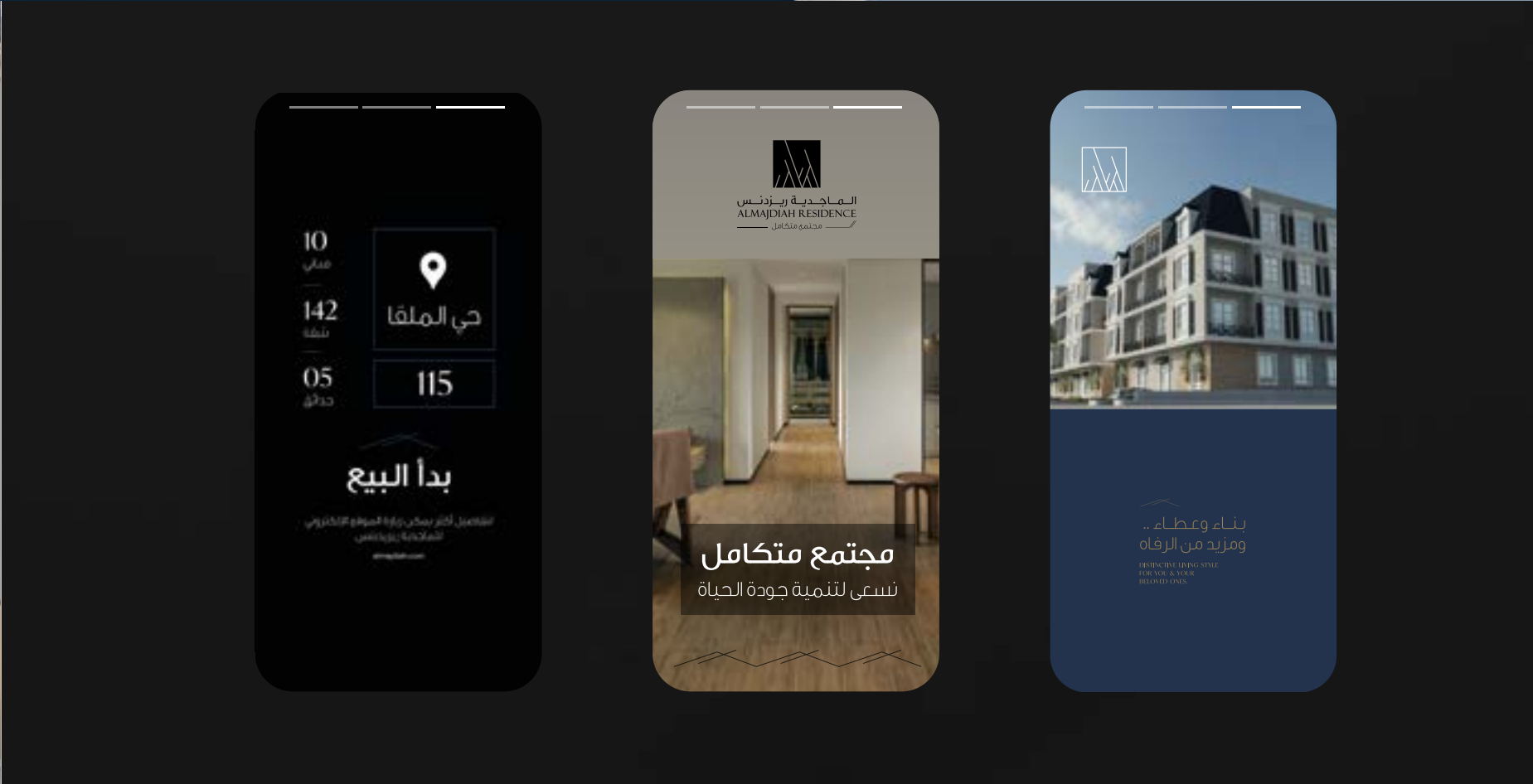
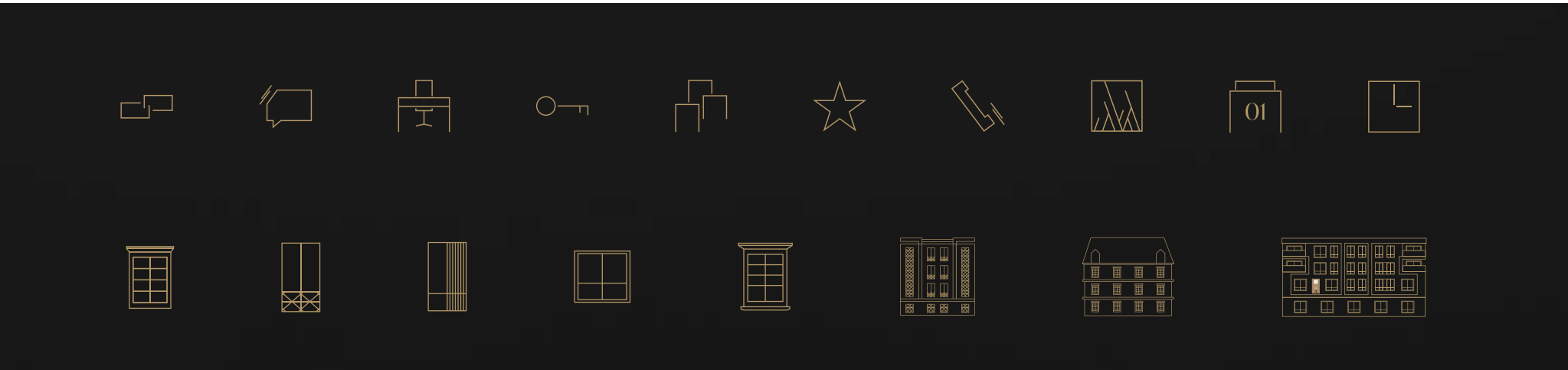
AlMajdiah Residence

almajdiah residence, one of the leading companies in the real estate sector. Almajdiah residence aims to improve building quality, raise lifestyle standards & contribute to creating an innovative environment.

We face-lifted the brand identity & gave them a refresh to their look to meet their aims & goals.









LOCATION

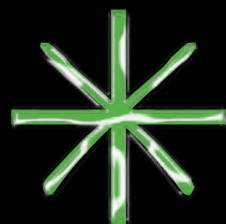
Our Creative Kitchen is at Abi Fadlullah Al Amri,
An Nakheel, Riyadh 12383, Saudi Arabia

LET’S TALK

Tell us about your coming project.

+966592275891
info@d-tales.co





Thank you